

**SCOTTSDALE PRIDE COMMITTEE
CORPORATION YARD
9191 E. SAN SALVADOR
TURQUOISE ROOM
SCOTTSDALE, AZ
JUNE 3, 2004**

MINUTES

PRESENT: Chandra Bonfiglio, Chair
Cristina Lenko, Vice Chair
Jim Britt
Don Scott
Zachary Stahmer
Sonnie Stevens
Richard Taylor
Pamela Wheeler
Cathy Zebarth

ABSENT: Richard Gayle
Lisa Haskell

STAFF: Decima Sever
Rob Millar

CALL TO ORDER

Chair Bonfiglio called the regular meeting of the Scottsdale Pride Committee to order at 5:35 p.m.

APPROVAL OF THE MINUTES

April 1, 2004 meeting

A Motion was made by Mr. Taylor to approve the April 1, 2004 meeting minutes as presented. The Motion was seconded by Vice Chair Lenko and passed unanimously.

May 6, 2004 meeting

A Motion was made by Mr. Taylor to approve the May 6, 2004 meeting minutes as presented. The Motion was seconded by Vice Chair Lenko and passed unanimously.

NEIGHBORHOOD CLEAN-UP PROJECTS

Ms. Stevens stated the last project was the neighborhood Clean up event scheduled on April 17 and 18. She further stated 19 neighborhoods participated. The subcommittee felt they should not stop with neighborhoods and have business recognition program that the purpose would be to encourage building beautification. She further stated this program would fit in with the city's revitalization efforts. She reported the subcommittee discussed starting this project in June.

She explained they would need to determine the categories. They would also need to decide what type of recognition the businesses would receive. The committee also discussed ways to get the program up and running. They discussed taking before and after pictures and providing each of the businesses with a sticker that would be placed on the window acknowledging them as a Scottsdale Pride Business. She commented the biggest issue would be how to administer the program. The goal is to recognize businesses as the heart of our City. She further commented that there is a real drive in the downtown to have mom-and-pop businesses.

Ms. Sever inquired if this program is targeted at aesthetic improvements to the property. Ms. Stevens replied in the affirmative noting there would be different categories.

Mr. Taylor stated that he felt buildings that have already made improvements to their property should be recognized.

Ms. Stevens inquired if they should begin citywide or focus on the downtown. Vice Chair Lenko stated that for the first year they should have a more narrow focus. Mr. Taylor felt that it would be politically better to have the program citywide. Ms. Sever explained that because of the revitalization efforts in the southern part of the city there would be justification to narrow the focus to the downtown area.

Ms. Sever noted that the Neighborhood Enhancement Commission has done this type of awards in the past and they could not get enough people to submit applications.

Ms. Stevens inquired if this was a program the committee wanted to pursue. The consensus of the Committee was to move forward with this proposed program. Ms. Stevens suggested that the subcommittee continue to work on this program and bring back additional information at the next meeting.

Mr. Taylor stated he felt the Scottsdale Pride Committee should merge with the Neighborhood Enhancement Committee. Ms. Sever explained that staff has had that thought but that is not going to happen right now.

Ms. Stevens reported that the merchants and owners in the downtown really like what is happening in the downtown.

TREASURES 'N TRASH

Ms. Zebarth reported the Treasures 'n Trash subcommittee met on Tuesday and discussed how in the past they had T-shirts and last year water bottles and it was determined that the water bottles did not work because they were difficult for people to carry. It was felt that maybe hats would be a better option because people were more apt to put on a hat rather than changing into the T-shirt. The subcommittee also discussed not having the design contest with the Boys and Girls Club if they went with the hat option because the design would not fit on the hat. Mr. Taylor explained that with the hat option, the logo would not expire and they could be used in future years.

The Committee discussed that in the past the contest with the Boys and Girls Clubs has been well received. It was noted that they could still have the contest and use the logo on the TV spots.

Ms. Sever noted there might be other options such as tote bags. Mr. Scott reported that he looked into the cost of hats and they would be in the \$7 to \$8 ranges. Ms. Sever remarked the T-shirts were only \$5.

Ms. Sever inquired about the purpose of giving something away such a hat or a T-shirt. Mr. Taylor replied that when people volunteer they like to receive something.

Ms. Zebarth stated the subcommittee would look into all of the options regarding hats, T-shirts, tote bags, as well as other options and bring back a budget for the Committee's review at the next meeting. She further stated that the Neighborhood Enhancement Committee have awarded them \$4,000.00 for this event.

Ms. Zebarth reported last year they switched to just giving prizes and a lot of people were still looking for the gold rocks so it was determined that they will use gold rocks at this event. She further reported they are soliciting prizes for the event.

Ms. Zebarth reported the subcommittee felt that due to people's busy schedules it might make it more convenient to allow volunteers the option of picking up their supplies prior to the event at city facilities. Mr. Millar reported they could make the supplies available at the Citizens Service facilities. Ms. Sever remarked that she received calls from people who wanted to pickup their supplies early. She further remarked that her concern is that they would lose the big event feel. She further remarked they would also have to assign them a road at that time. Vice Chair Lenko noted that in the past there have been discussions regarding starting the event earlier. Mr. Millar noted that with the early pickup it would allow the committee members the opportunity to ride on the trolley on the day of the event and thank the volunteers. Ms. Sever suggested that they only consider extending the invitation for early pickup to the adopt-a-road groups and all the non adopt-a-road groups would pick up their supplies at the check in stations on the day of the event.

Mr. Taylor stated that the subcommittee also discussed the possibility of having temporary signs that would identify the event so that people do not think it is the chain gang. Ms. Stevens noted they would be wearing vests that say Scottsdale Pride Committee.

Mr. Millar passed out copies of the Treasures 'N Trash event brochures noting that there are edits that need to be made.

Ms. Stevens stated that with regard to the stations the Indian School location had a lot of walk-ups. Mr. Millar explained that they would still have the stations but they would be at city facilities. He further explained that at the Indian School location the city facility is 30 feet away from where they have had the station in the past. Ms. Sever noted that they could pull the tables outside of the facility to allow more visibility. Mr. Taylor stated he felt the AJ's location was a good one because there was plenty of parking and it was easy to find. Mr. Millar noted that the City facility is located across the street from AJ's.

Mr. Millar stated that the subcommittee would continue to work on the details of the event. He further stated the intent is to have all the prizes and everything done before October.

Ms. Stevens stated with regard to the design contest the kids loved seeing their designs displayed in the library.

Mr. Scott stated that he read in the previous minutes about the possibility of supplying sticks to pickup trash. Ms. Sever explained that the reason they do not supply them is because of the cost. Mr. Taylor reported that last year people complained that gloves were not provided. Ms. Sever stated that the city has a limited supply of gloves and the issue would be that they would not be returned. Ms. Stevens noted that the event literature tells people to bring gloves.

ADOPT-A-ROAD

Ms. Sever updated the Committee on the recommendation on adopt-a-road assignments adjacent to HOA areas. She explained the issue that was discussed at a previous meeting regarding the McDowell Mountain Ranch Community Association objecting to the City's adopt-a-road signs that are placed on public roads in the HOA area. The HOA felt because they pay to have this area maintained that there is no need for accessory help in this area. As a result, the Committee suggested reassigning the group cleaning up in the McDowell Mountain Ranch to another road in that area or having the group partner on the cleanups.

She reported they have come back now and are upset that McDowell Sonoran Land Trust adopts Bell Road because the south part of McDowell Mountain Ranch abuts Bell Road and they are keeping the south side clean. She further reported that they tend to adopt out both sides of the road. She explained that the McDowell Sonoran Land Trust has agreed that the south side is clean and they would take down their sign and not clean the south side of the road.

Ms. Stevens reported that there have been a lot of comments regarding the fact that the rocks on the Loop 101 keep the trash out. Ms. Sever explained that on the Loop 101 and Princess Drive people have been pulling up and dumping trash. Since it is not city land,

they received permission from the owner as a temporary fix to put rocks there to stop people from dumping trash. Now people are pulling up their trucks and stealing the rocks.

BOARD MEMBER UPDATES

Ms. Sever reported that Greg Robleski has resigned from the Committee because he has taken a six-month job assignment in California. She further reported they are down three committee members.

Vice Chair Lenko stated with regard to the Committee logo they might want to consider changing the logo to something on the lines of the Scenic Clean and Beautiful logo that is attractive and recognizable. Ms. Sever inquired if that type of change would lead people to believe they only do trash pickup. Mr. Taylor stated he did not think that would be the case. Vice Chair Lenko volunteered to head the effort to redesign the logo. It was discussed that the new logo could be put on golf shirts to be worn by the committee members at events.

Mr. Britt requested the Shoot for it Campaign is placed on the next agenda for further discussion.

Ms. Stevens reminded the Committee that the next meeting would be July 8th.

ADJOURNMENT

With no further business to discuss, the regular meeting of the Scottsdale Pride Committee was adjourned at 7:00 p.m.

Respectfully Submitted,

"For the Record" Court Reporters